

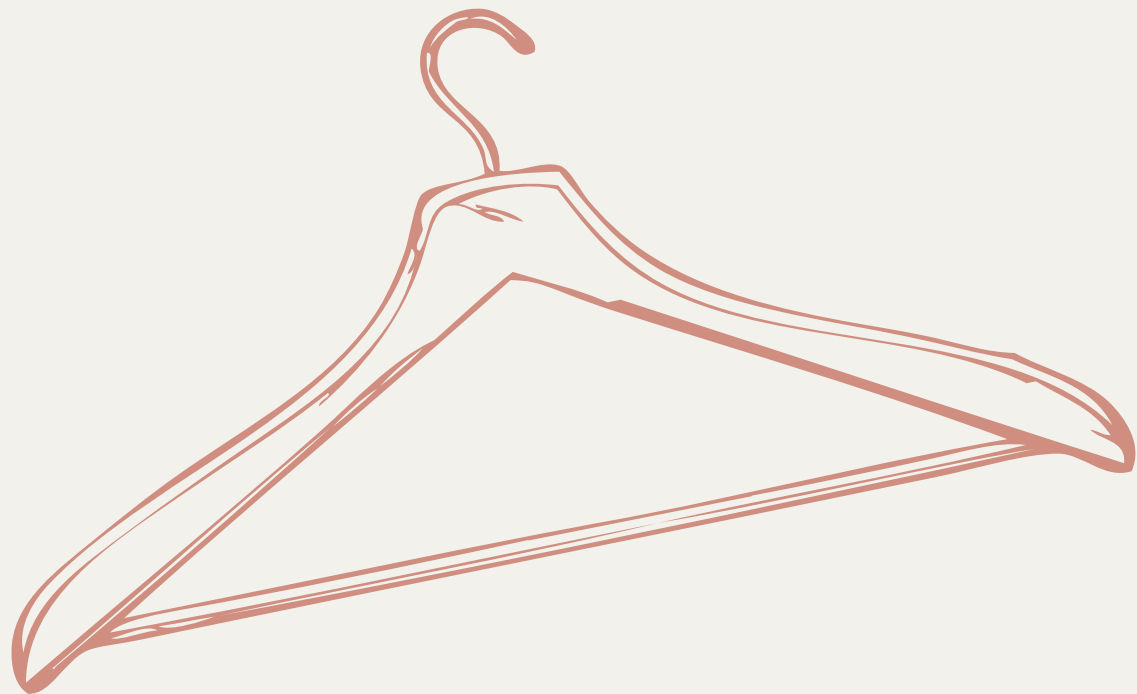
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STREETWEAR

CLIO'S MAKING LIFE EASY



CLIO IS A STREETWEAR BRAND DESIGNED FOR YOUNG ADULTS SEEKING AFFORDABLE FASHION OPTIONS. OUR GOAL IS TO CREATE STYLISH AND TRENDY CLOTHING THAT SPEAKS TO THE YOUTH'S ASPIRATIONS AND ALLOWS THEM TO EXPRESS THEMSELVES THROUGH FASHION. WE BELIEVE EVERYONE SHOULD HAVE THE OPPORTUNITY TO EMBRACE THEIR UNIQUE STYLE AND BE PART OF THE FASHION CULTURE, WITH AFFORDABILITY AND QUALITY AT THE CORE OF THEIR BUSINESS.



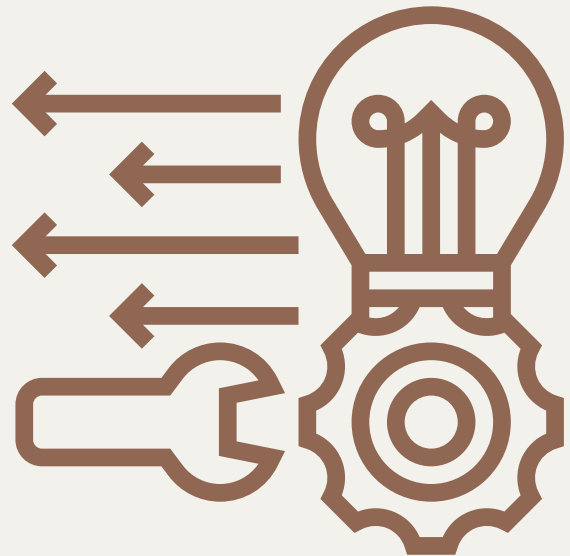
CLIO'S MISSION

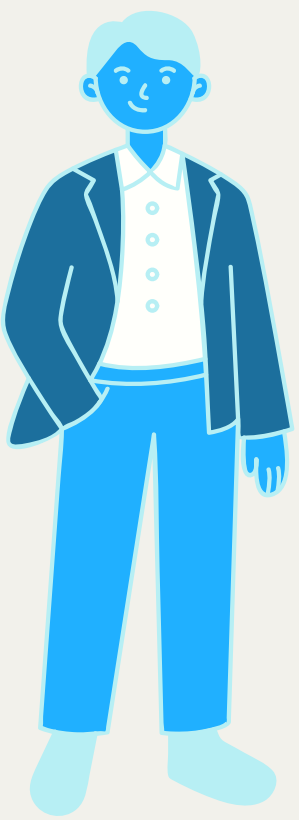
THE OBJECTIVE OF CLIO IS TO PROVIDE TRENDY
AND COMFORTABLE APPAREL THAT
EMPOWERS INDIVIDUALS AND WELCOMES
YOUNG PEOPLE'S STYLES WHILE PROMOTING
TRANSPARENCY AND SUSTAINABILITY IN OUR
BUSINESS.



CLIO'S PROBLEM & SOLUTION

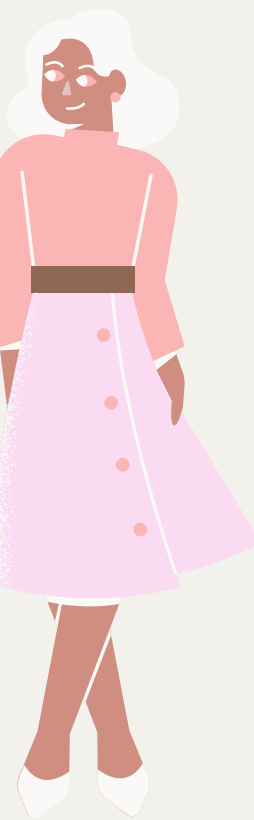
CLIO IS A STREETWEAR BRAND THAT AIMS TO PROVIDE AFFORDABLE, FASHIONABLE CLOTHING FOR ALL, WHILE EMBRACING THE LATEST TRENDS. CLIO ACTIVELY ENGAGES YOUNG INDIVIDUALS IN DESIGNING, MODELING, AND PROMOTING CLOTHING, ENSURING THEIR VOICES ARE HEARD AND REFLECTED IN THE PRODUCTS. CLIO VALUES SUSTAINABILITY AND ECO-FRIENDLINESS, MINIMIZING ENVIRONMENTAL IMPACT WHILE CREATING CLOTHING THAT LOOKS GOOD. BY CONTRIBUTING TO A BRAND THAT VALUES AFFORDABILITY, YOUTH ENGAGEMENT, AND A COMMITMENT TO A GREENER FASHION FUTURE, CLIO EMPOWERS CONSUMERS TO EXPRESS THEIR STYLE WHILE CONTRIBUTING TO A MORE SUSTAINABLE AND ECO-FRIENDLY FASHION INDUSTRY.



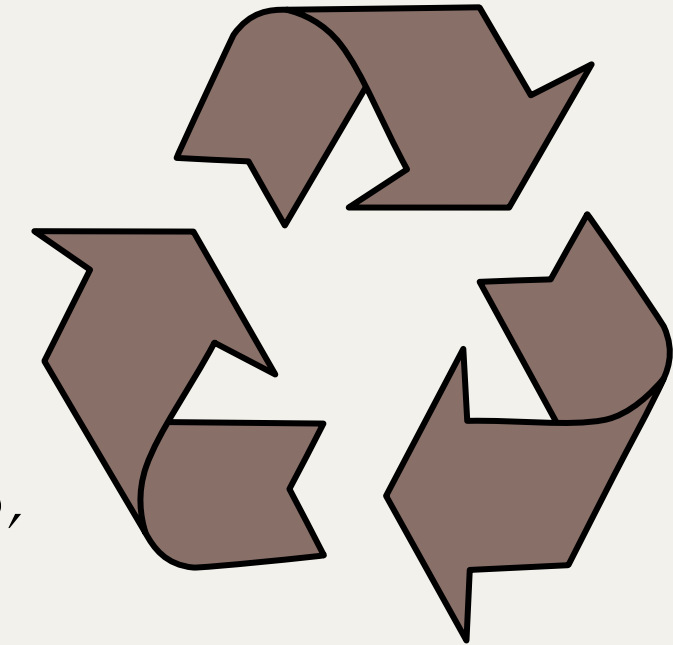


CLIO'S TARGET AUDIENCE

CLIO TARGETS TEENS AGED 13–24, AIMING TO RAISE AWARENESS AND ENGAGE WITH THEM THROUGH ACTIVE INVOLVEMENT IN SPREADING THE BRAND. WE PLAN TO COLLABORATE WITH SCHOOLS, AFTER-SCHOOL PROGRAMS, AND SPORTS TEAMS TO CREATE MEANINGFUL CONNECTIONS AND FOSTER A SENSE OF COMMUNITY. BY SHOWCASING STYLISH AND AFFORDABLE STREETWEAR, CLIO AIMS TO INSPIRE MORE YOUNG INDIVIDUALS TO ENGAGE WITH THE BRAND AS CUSTOMERS, ADVOCATES, AND PARTICIPANTS IN SHAPING ITS FUTURE. THE APPROACH INVOLVES BUILDING A STRONG PRESENCE WITHIN THE AGE GROUP AND LEVERAGING COLLECTIVE VOICE TO PROMOTE CLIO'S FASHION-FORWARD, ECO-FRIENDLY CLOTHING TO LIKE-MINDED INDIVIDUALS WHO SHARE THEIR PASSION FOR STYLE, AFFORDABILITY, AND SUSTAINABILITY.



SUSTAINABILITY PROMPT

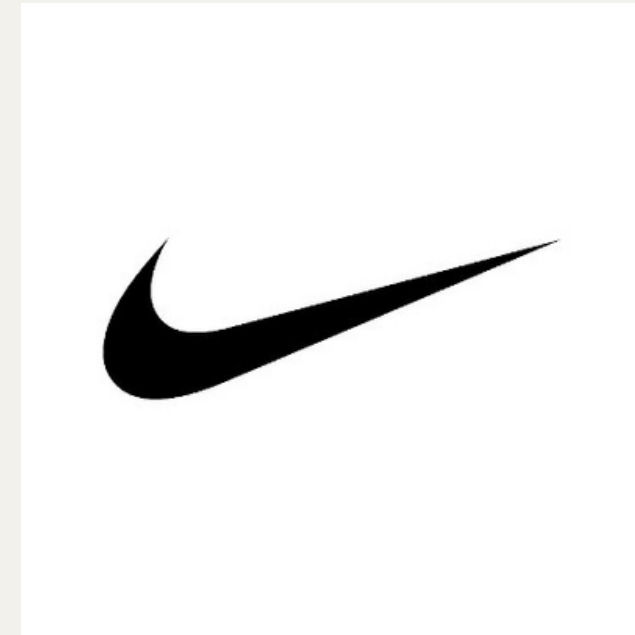


CLIO, A STREETWEAR COMPANY FOUNDED BY 16–17–YEAR–OLDS, INSPIRES TEENAGERS TO LAUNCH THEIR OWN BRANDS. CLIO PARTNERS WITH OTHER FIRMS TO PROMOTE THEIR PRODUCTS AND HELPS THEM GAIN RECOGNITION. CLIO BENEFITS THE NEIGHBORHOOD WHILE PRESERVING THE ENVIRONMENT BY TURNING TRASH INTO CLOTHES AND ACCESSORIES. BY DRESSING WITH CONSCIENCE, TEENAGERS CONTRIBUTE TO A GREENER FUTURE.



PARTNERSHIPS

CLIO, A CUTTING-EDGE CLOTHING COMPANY, CAN BOOST ITS RECOGNITION BY PARTNERING WITH ESTABLISHED RETAILERS LIKE, NIKE, HOT TOPIC, AND H&M. THIS WILL REACH A WIDER AUDIENCE, GAIN EXPOSURE, AND EXPAND THEIR BRAND, ULTIMATELY DRIVING GROWTH AND SUCCESS.



HOT TOPIC®



CLIO'S COMPETITORS



CLOTHING BRANDS THAT
PRODUCE CLOTHES PLUS
ACCESSORIES

BUSINESS MODEL

WE PLAN TO GENERATE INCOME FROM SPONSORSHIPS AND SOCIAL MEDIA, USING THE PROFITS TO ENHANCE PRODUCTS, THE ENVIRONMENT, AND OVERALL IMPROVEMENT.

SLOGAN & LOGO

"BE BOLD, BE YOU, BE CLIO"

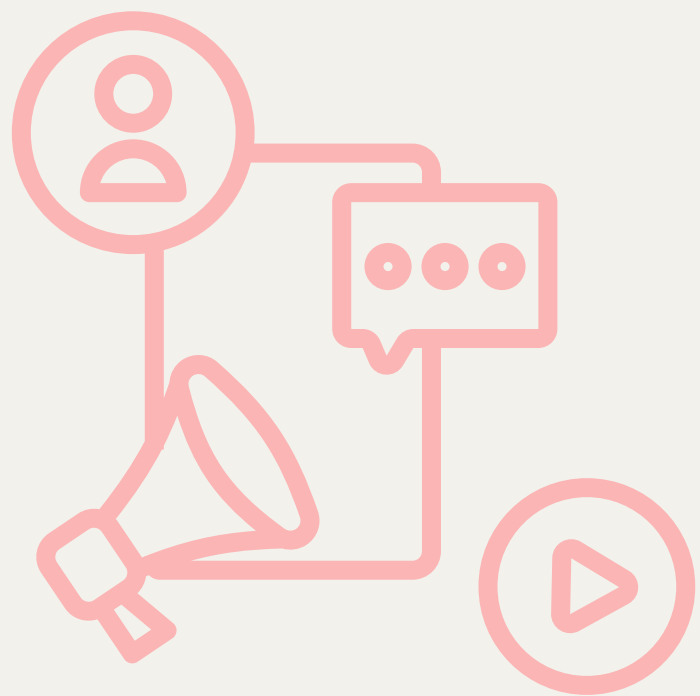


MARKETING

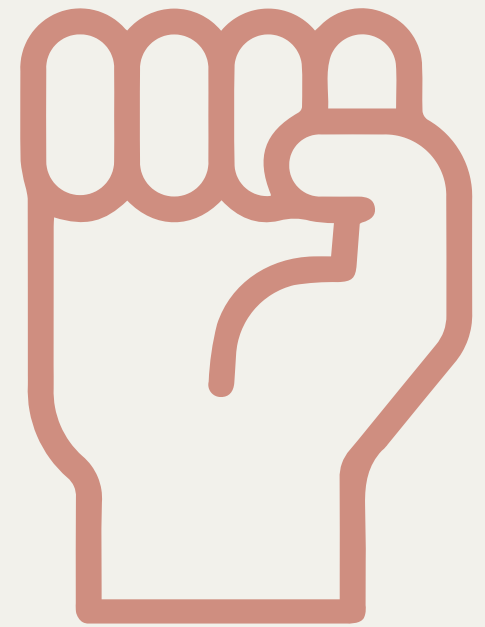


SOCIAL MEDIA♦. OUR GOAL IS TO ESTABLISH A STRONG PRESENCE ON SOCIAL MEDIA PLATFORMS AND COLLABORATE WITH INFLUENCERS TO EFFECTIVELY PROMOTE OUR BRAND.

SCHOOL NETWORKS♦ WE AIM TO PROMOTE CLIO BY STRATEGICALLY TARGETING YOUTH THROUGH SCHOOL NETWORKS AND OTHER RELEVANT CHANNELS TO CREATE A MEANINGFUL CONNECTION WITH OUR TARGET AUDIENCE.



EMPOWERING YOUTHFUL EXPRESSION



CLIO IS A STREETWEAR BRAND THAT EMPOWERS YOUNG INDIVIDUALS TO EMBRACE THEIR UNIQUENESS AND EXPRESS THEMSELVES BOLDLY. WE PROVIDED AN INCLUSIVE PLATFORM FOR TEENS AND YOUNG ADULTS AGED 13–24 TO EXPLORE THE WORLD OF FASHION WITHOUT FINANCIAL CONSTRAINTS. CLIO FOSTERS COMMUNITY AND UNITY THROUGH COLLABORATIONS WITH SCHOOLS, AFTER-SCHOOL PROGRAMS, SPORTS TEAMS, AND OTHER YOUTH ACTIVITIES. OUR CLOTHING IS STYLISH AND AFFORDABLE, MAKING IT ACCESSIBLE TO ALL, REGARDLESS OF THEIR BUDGET. CLIO CELEBRATES THE DIVERSITY OF ITS AUDIENCE, EMBRACING A WIDE RANGE OF TASTES, PREFERENCES, AND INDIVIDUAL STYLES. WE AIM TO REDEFINE FASHION, ONE BOLD STEP AT A TIME, ENSURING THAT YOUNG PEOPLE FEEL CONFIDENT AND EMPOWERED THROUGH THEIR FASHION CHOICES.

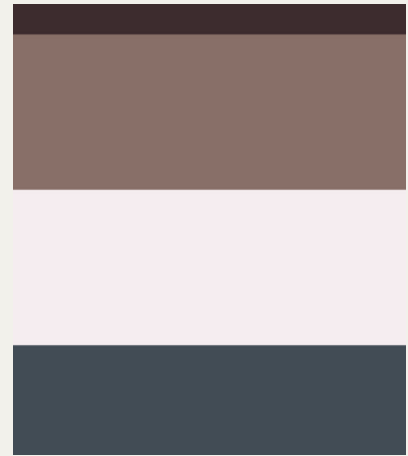


PRODUCT

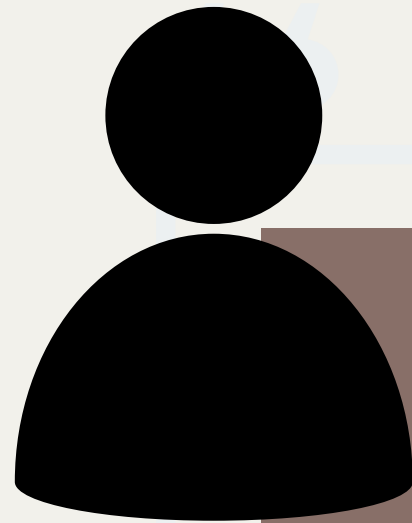
- ◆ T SHIRTS

- ◆ ACCESSORIES

PROTOTYPE



INFO PAGE



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